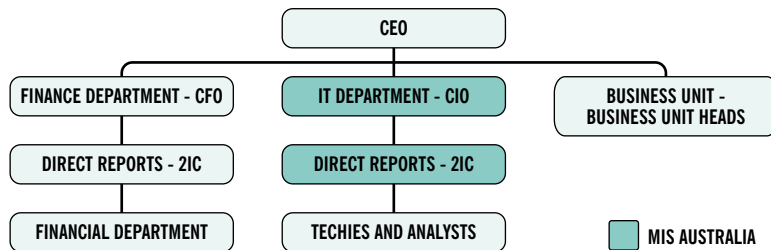


MIS REACHES AUSTRALIA'S IT DECISION MAKERS

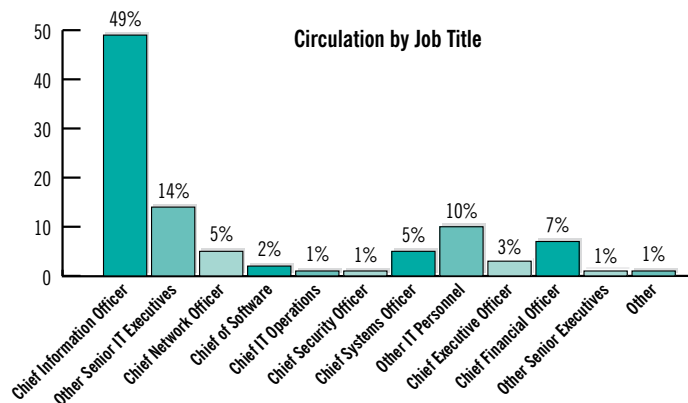
MIS Australia is read by the people who lead the major IT projects in Australia. They are the industry 'critical-minds' - executives who make the daily decisions about IT solutions and service providers. Their Senior Business Executive audience collectively control more than \$11.6 billion a year in IT related expenditure. (Source: Australia's Business Readership Survey 2009).

WHERE IT DECISIONS ARE MADE

MIS Australia firmly targets the decision-making element of enterprise IT Departments.



MIS via MarketBase, has guaranteed 98% accuracy of information on the nation's leading CIOs and IT Executives as well as those important CTOs, Infrastructure Managers, directors of customer knowledge and other 2ICs that are major decision-maker influencers at any



Source: Mkt Base Dec 2009

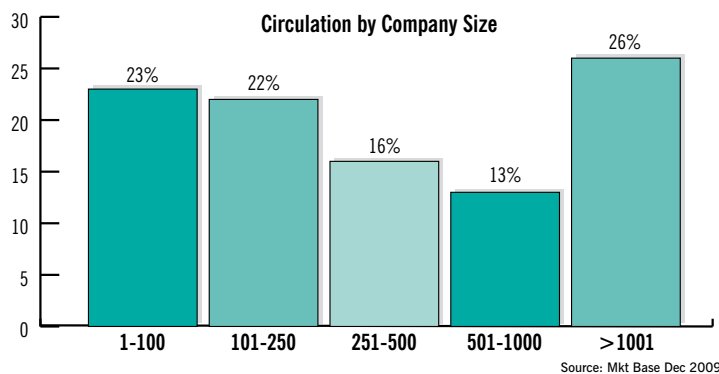
point in time. The direct link to MarketBase ensures *MIS* has the most powerful and accurate circulation possible.

Acknowledging that every organisation is unique, *MIS* invests heavily in research to ensure that we understand and reach the right people in every company. This individual approach also allows us to reach CEOs, CFOs and other executives that head up IT as part of their job function.

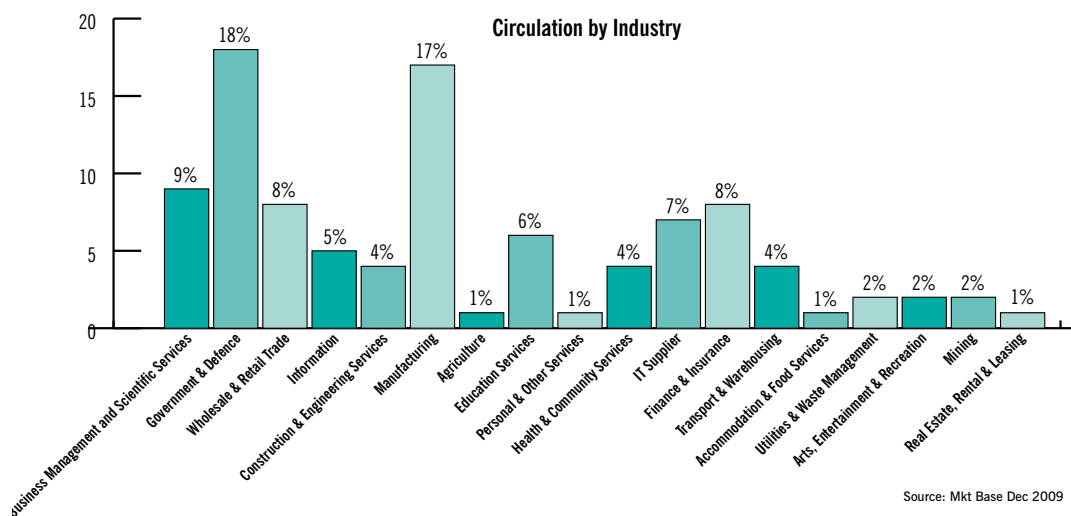
AN ESSENTIAL RESOURCE ACROSS THE BOARD

MIS has established itself as an essential source of information for IT executives, particularly in large organisations. The IT decision makers we reach generally manage extremely complex IT infrastructures. They are charged with the demanding task of aligning technology deployments with their company's wider business priorities.

With an audited circulation of 10,440 (CAB September 2009), the breadth of our reach is clearly illustrated below, where *MIS* subscribers are broken down by enterprise size.



MIS circulation across industry sectors is representative not only of the size of those industries but also the related IT requirements those industries face. *MIS* provides content on management and business issues that have appeal across different industry sectors as well as dedicated features, articles and supplements that are of specific interest to particular industry groups.



AVERAGE *MIS* READER*:

- Average income \$145,714
- 70% read every issue
- Spends 47 minutes with the magazine
- 30% plan to buy a new car in the next year.

Source: MIS Reader Survey,
September 2008,
N = 393